

# Video Brief



HM

## Create a Heritage Minute (HM)

### Consider:

- 1 Design Process
- 2 Audience
- 3 Message

Create a HM that explores an event, issue, or person/s in history or the future. Parody of one of Historica Canada's HMs is an option as well. Develop an idea, storyboard, script, film, and edit for airing on YouTube. Consider CBC's Guidelines:

- be presented with good taste in word, tone and scene;
- be suitable for introduction into the intimacy of the home in mixed, family or social groups of various ages;
- not offend or embarrass through indelicacy of expression or presentation;
- avoid disparaging individuals or groups;
- be within the moral, ethical and legal standards of current society.

The HM must be 60 seconds in duration and include the following:

- Video Title
- Credits